

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Serial No.: | 09/843,589 | Art Unit: | 2623 |
| Inventors: | BRUCKNER, John <i>et al.</i> | Examiner: | YIMAM, Harun M. |
| Filed: | April 25, 2001 | Confirmation No.: | 8739 |
| Title: | SYSTEM AND METHOD FOR MANAGING INTERACTIVE PROGRAMMING AND ADVERTISEMENTS IN INTERACTIVE BROADCAST SYSTEMS | Docket No.: | 113748-5764US |

AMENDMENT UNDER C.F.R. §1.116

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action of March 26, 2007, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2.

Remarks/Arguments begin on page 17.